

Editorial

Cuadernos.info, 50th issue

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Each new issue of *Cuadernos.info* is cause for celebration for our team. We are driven by the motivation to disseminate the production of original scientific knowledge, that promotes a pluralistic academic dialogue at the international level, among those who research about communication in and about Ibero-America.

This volume of *General Topics* is our 50th; this milestone does not make us forget –to paraphrase Katz (2010)– our roots and history, but we are not trapped in them either. We continue to support the effort to publish in open access, to provide peer-reviewed academic scientific information for everyone (Swan, 2013). UNESCO’s Division of Knowledge Societies in the Communication and Information Sector underlines the importance of multilingualism for accessing knowledge and participating in the knowledge society. That is why *Cuadernos.info* accepts contributions in three languages (Spanish, Portuguese, and English). By assessing recent research, we seek to reflect the need to understand the complex dynamics of ongoing communication phenomena, which participate in social and cultural changes at the *glocal* level.

This dynamic early fascinated two of the forgers in the field of academic communication and the theoretical debate on communications in Latin America, Jesús Martín-Barbero and Enrique Bustamante, who died just days apart last June. In the essay *Pensar la comunicación desde América Latina* (Thinking about communication from Latin America), Martín-Barbero (2014) affirmed that the turn of the century marks a new scenario in communication studies, concerning the techno-cultural mutation in the context of globalization, “implying puzzling challenges, such as the one involved in thinking about the dense sociocultural thickness of technological mediation, not only of communication, but also of production and even of society as a whole” (p. 31). Thus, researching communication, according to the author, refers to the new modes of perception, languages,

sensitivities, and writings generated from its use, rather than studying the new devices. Enrique Bustamante also considered that “communication is inextricably linked to contemporary culture, as two inseparable springs of the production, circulation, and use of symbolic goods in society” (Bustamante, 2018, p. 285). The former president of the Spanish Association for Communication Research (AE-IC) and former vice-president of the Ibero-American Communication Research Associations (CONFIBERCOM, from its Spanish acronym) argued that, in the last three decades, studies on communication in Spain have passed “from a restrictive and limited conception, –journalism, the mass media–, to be situated in the center of the neuralgic functioning of all the development of contemporary societies, of Knowledge Societies” (Bustamante, 2018, p. 285). A year earlier, in the tribute to the three decades of Martín-Barbero’s work, *De los Medios a las mediaciones* (From media to mediations), Bustamante (2017) reaffirmed one of the main contributions of his Spanish colleague, a nationalized Colombian: “There are works and authors that manage to connect in real time with universal questions and concerns, that navigate above differential and apparently divisive national and regional circumstances” (p. 103).

We dedicate this issue to both researchers, with contributions from Brazil, Chile, Colombia, Ecuador, the United States, Spain, Mexico, Peru, and the United Kingdom. We also recall the interview that Jesús Martín Barbero gave to *Cuadernos.info* in the framework of his inaugural conference of the Latin American Biennial of Children and Youth of Manizales, in Colombia (Condeza, 2014), published in the 35th dossier of our journal, dedicated to Communication and Education, with the participation of Mar de Fontcuberta as one of the invited editors. We will always be grateful for the support that Enrique Bustamante provided to *Cuadernos.info*, participating in the Scientific Committee of the journal, in his capacity as professor at the Universidad Complutense de Madrid.

In addition, we have very good news. Three researchers and colleagues from the Faculty of Communications of the Pontificia Universidad Católica de Chile, the journal’s publishing house, have joined its team as associate editors. We welcome Soledad Puente Vergara, Ph.D. in Information Sciences from the Universidad de Navarra, tenured professor, attached to the Department of Journalism and researcher in the area of journalism in crisis communication situations. We also welcome the incorporation of Enrique Vergara Leyton, Ph.D. in Audiovisual Communication from the Universidad Autónoma de Barcelona, and associate professor in the Department of Applied Communication. His line of research articulates advertising, visuality and consumption. Finally, we welcome Francisco Javier Fernández Medina, Ph.D. in Journalism and Communication Sciences from the Universidad Autónoma de Barcelona, associate professor at the Department of

Audiovisual Creation, and researcher in the audiovisual and digital media area. We are grateful to have the invaluable experience and passion for communications of these three associate editors, which will allow us to continue growing as a scientific publication.

The papers published in this volume are a sample of the multiplicity of lines of research on communications, but also of how other disciplines incorporate communicational phenomena in their studies. We thank all the people who, with their blind reviews, contributed to this volume's evaluation and improvement. The authors Jessica Retis, Lilian Kanashiro, and Wendy Donemack propose a methodological strategy, applied to the Peruvian case, to approach the study of information systems, considering the multimedia nature of the system, the dynamics of groups and media conglomerates, as well as the business dynamics surrounding news production.

The phenomena of incidental news consumption by young people and the way of sharing news on social networks from the theory of social power are addressed in two researches conducted in Spain. Beatriz Catalina-García, Antonio García-Jiménez, and Pedro Paniagua study the incidental information consumption of young people from Madrid between 17 and 24 years old, according to their educational level and age, variables that the researchers relate to the thematic preferences of the respondents, their trust in the media, and the ways to share and verify information. Francisco Segado-Boj and María-Ángeles Chaparro-Domínguez analyze the most common objectives (reward, coercion, legitimation, identification, and demonstration of knowledge) when sharing the news on different platforms, and the relationships that can be established with personality traits, political orientation and types of news shared, among other variables under study.

In a context of progressive integration of social networks into informational routines, Liliana Gutiérrez Coba and Laura Silva Gómez explore how journalists use Twitter in Colombia, finding that the network is still little used by media professionals, despite the diversity of informational resources offered. In the Mexican context, Frida Rodelo analyzes the news frames regarding COVID-19 during May 2020 in that country, a period of significant increase in contagions and deaths, based on an analysis of the content of printed newspapers and national television newscasts. The researcher discusses how relevant and expected salient aspects in the news, such as scientific information and information for selfcare, were kept to a minimum.

In the case of Chile, there are two researches on journalism applied to the Chilean case from the perspective of its professionals. Sebastián Ansaldo presents, through interviews with journalists and editors who cover news about education, how

this field –from Bourdieu’s perspective– is in continuous construction and states that it gained prominence in the media thanks to the different social movements concerning education occurred in Chile since the last decade. Claudio Maldonado and Carlos del Valle focus on exploring the degree of informative pluralism perceived by Chilean media professionals and those belonging to Mapuche media in the south of the country. They specifically study the arguments of these communicators about the news representation of the dispute over the territory, which historically has involved one of the original peoples of Chile, the Mapuche, with the state, companies, and other social actors that coexist in that territory.

The growing interest in representations in the news and in other media about the social role of women and their rights in contemporary society implies that, in this issue, we have three articles around this topic. Vanesa Saiz Echezarreta, Diana Fernández Romero, and Maricruz Alvarado conduct a research to observe the trends of the media agenda on prostitution and trafficking in Spain, based on the analysis of the representation patterns and the dominant stories in different periods and contexts of normative, moral, and political regulation of the phenomenon in that country. From social work, and with a feminist approach applied to communication, Lorena Pérez Roa and Santos Inti Allendes analyze the presence and image of women in financial news published in different online newspapers in Chile, specifically about their financial behavior. Based on their findings, the authors discuss the reproduction of traditional gender roles in the media in this area. The situation of migrant women and their working conditions in the service sector in Spain taken to the cinema in that country is the object of study of Elena Fraj Herranz and María Soliña Barreiro González. The authors are interested in the audiovisual pieces studied as a strategy of feminist struggle against the precariousness of work, in some of which the affected women participate in their production.

Researchers in political science continue to be interested in the potential of social networks for the deliberative discussion of citizenship. In this vein, Deivison Henrique de Freitas Santos, Pedro Henrique Leite, and Francisco Paulo Jamil Marques analyze the use given to digital social networks, specifically Facebook, by political parties in Brazil in 2016 to address the reform of the pension system sent by then-president Michel Temer. In the context of the Spanish general elections of the same year (June 26, 2016), Paz Villar-Hernández and Nel.lo Pelliser Rossell analyze the content of the electoral spots broadcast by the political parties with the greatest parliamentary representation on YouTube. Among the findings, there is the use of a greater amount of programmatic content and the recurrence of emotional appeals over logical or ethical ones by most of the political parties competing in said elections.

At the level of strategic and institutional communication, Adriana Graciela Segura-Mariño, Francisco Javier Paniagua-Rojano, and Manuel Fernández-Sande contribute to understand, from the study of the perception of future university students and university students about the institutional communication actions that different universities put into practice in Ecuador, the way in which these institutions relate to students and families, as well as the spaces for improvement to be covered in this area. Communication at the service of entrepreneurship through YouTube in Latin America is the object of study of María-Antonia Cuberos, Marisela Vivas-García, Rina Mazuera-Arias, Neida Albornoz-Arias, and Myriam-Teresa Carreño-Paredes who –from the administration and business areas– analyze the videos on this subject in Spanish.

We are pleased to see that, in their respective countries, most of these studies are funded by public agencies, with resources from universities or from formalized study groups.

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